

DERWENT-ACC-NO: 1997-541501

DERWENT-WEEK: 199751

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TITLE: Advertisement and selling system of e.g. book, magazine
- uses computer for on=line account settlement to
electronically settle payment of books corresponding to
order of customer, between client bank and book
manufacturer bank set up on on=line information system

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PRIORITY-DATA: 1996JP-0093012 (March 25, 1996)

PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE	PAGES	
MAIN-IPC				
JP 09259189 A	October 3, 1997	N/A	007	G06F
017/60				

APPLICATION-DATA:

PUB-NO	APPL-DESCRIPTOR	APPL-NO	APPL-DATE
JP 09259189A	N/A	1996JP-0093012	March 25, 1996

INT-CL (IPC): G06F017/30, G06F017/60 , G06F019/00

ABSTRACTED-PUB-NO: JP 09259189A

BASIC-ABSTRACT:

The system has a scanner (2) provided on the client computer (C1) of a network, which receives the image data (D1) of a book. A data compression unit (5) compresses the data received from the scanner or electronic photo-composing data input unit (3). A data transfer unit (4) transfers the compressed data to a server (1). A transmitter (8) sends an electronic mail to the server or to other servers. The data transfer unit transfers an order data to the client computer of book manufacturer set up on the server side, based on the access of the customer of the data transferred to the server.

A computer (11) for on-line account settlement performs on-line settlement of account based on the indication from the book manufacturer, between the bank (11a) of the client and bank (11b) of the book manufacturer set up on an on-line information offer system. The books, corresponding to the order of the customer, are delivered after the payment is settled electronically.

ADVANTAGE - Advertises magazine using information-providing service done on Internet. Price is efficiently recovered using computer for on-line account settlement.

CHOSEN-DRAWING: Dwg.1/1

DERWENT-CLASS: T01

EPI-CODES: T01-H07C3C; T01-H07C5S;

PATENT ABSTRACTS OF JAPAN

(11)Publication number : 09-259189

(43)Date of publication of application : 03.10.1997

(51)Int.Cl.

G06F 17/60

G06F 19/00

G06F 17/30

(21)Application number : 08-093012

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KENKYUSHO:KK

(22)Date of filing : 25.03.1996

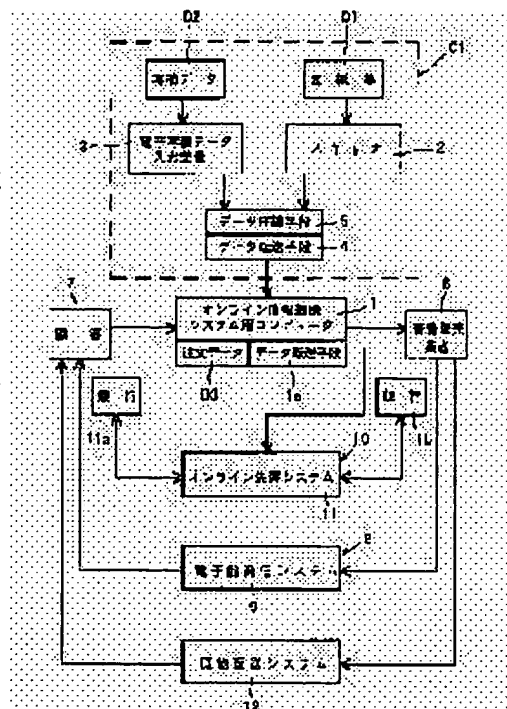
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(54) ADVERTISEMENT/SELES SYSTEM FOR BOOK

(57)Abstract:

PROBLEM TO BE SOLVED: To provide a new advertisement/sales system for book with which the discription of a magazine desirable for a customer is sent while using an electronic mail and the price is electronically settled by utilizing an on-line information provision system.

SOLUTION: Concerning the on-line system for providing information through a server, this system is provided with a scanner 2 for fetching image data D1 such as the table-of-contents(TOC) of magazine or the like into a client C1 of a network, input device 3 for fetching electronic copy data such as the TOC as character data D2, means 4 for compressing the fetched data D1 and D2 and transferring them to a server 1, and distributing means 8 for sending the electornic mail to the server 1 or any other server. Further, on the side of the server 1, a means 1a is provided for transferring order data D3 to a client 6 of a book sales company corresponding to the order of a customer concerning the transferred data, and an on-line price payment settlement system 10 is provided for electronically settling the payment of the ordered price of the customer between a transaction financial institute 11 of the customer and an organization 11b of the company based on the instruction from the company side.



LEGAL STATUS

[Date of request for examination] 07.04.2000

[Date of sending the examiner's decision of rejection] 25.06.2002

[Kind of final disposal of application other than the examiner's decision of rejection or application converted registration]

[Date of final disposal for application]

[Patent number]

[Date of registration]

[Number of appeal against examiner's decision of rejection]

[Date of requesting appeal against examiner's decision of rejection]

[Date of extinction of right]

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JAPANESE [JP,09-259189,A]

CLAIMS DETAILED DESCRIPTION TECHNICAL FIELD PRIOR ART EFFECT OF THE
INVENTION TECHNICAL PROBLEM MEANS DESCRIPTION OF DRAWINGS DRAWINGS

[Translation done.]

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CLAIMS

[Claim(s)]

[Claim 1] In the on-line information offer system which performs information offer through the server on a computer network The cover of the pictorial symbol mixture of books, such as a journal, to the client computer of said network, and the scanner which incorporates image data, such as a table of contents, The electronic photocomposition data entry unit which incorporates the electronic photocomposition data which are printer graphic information, such as a table of contents, as alphabetic data, A data transfer means to compress the data incorporated from said scanner or the photocomposition data entry unit, and to transmit to said server, While establishing an electronic distribution means to send FAX or an electronic mail through a server other than said server or said server To said server side, by the order based on access of the customer of said data transmitted on said server A data transfer means to transmit the order data to a book agent's client computer is established. In said on-line information offer system The online settlement system which settles invoicing about an order of said customer electronically on-line between a customer's correspondent bank and a book agent's correspondent bank based on the directions from said book agent side is formed. or [sending the report of books, such as a journal, to a customer with an electronic means according to an order of a customer] -- or advertisement / sale system of the books characterized by settling the payment electronically while delivering the books which have the report which the customer ordered.

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DETAILED DESCRIPTION

[Detailed Description of the Invention]

[0001]

[Field of the Invention] This invention is seeing said advertisement even from where [on the earth], and relates to advertisement / sale system of the suitable books for books, such as a journal which made it possible to obtain a desired report speedily, while it advertises the journal published every day using the communications service currently performed for example, on the Internet.

[0002]

[Description of the Prior Art] In case a journal was purchased conventionally, he purchases the book of hope or was trying to purchase a journal periodically by seeing a newspaper advertisement and contracting [bookstore] a purchase with a direct publishing company. However, an advertisement was not restricted as coming out periodically, either, and when subscription was carried out, it is uneconomical in order to also purchase an unnecessary thing, and there was want of wanting to read promptly the journal published in the mother country if needed, for those who are present especially in overseas.

[0003]

[Problem(s) to be Solved by the Invention] The place which this invention is made in view of the above-mentioned point, and is made into that object is to offer [make it possible to see the table of contents of a journal by using an on-line information offer system like the Internet, and] advertisement / sale system of the new books which settled that payment electronically, while enabling it to obtain promptly the report which a customer wishes by this using an electronic mail.

[0004]

[Means for Solving the Problem] In order to solve the above-mentioned technical problem, advertisement / sale system of the books of this invention In the on-line information offer system which performs information offer through the server on a computer network The cover of the pictorial symbol mixture of books, such as a journal, to the client computer of said network, and the scanner which incorporates image data, such as a table of contents, The electronic photocomposition data entry unit which incorporates the electronic photocomposition data which are printer graphic information, such as a table of contents, as alphabetic data, A data transfer means to compress the data incorporated from said scanner or the photocomposition data entry unit, and to transmit to said server, While establishing an electronic distribution means to send FAX or an electronic mail through a server other than said server or said server To said server side, by the order based on access of the customer of said data transmitted on said server A data transfer means to transmit the order data to a book agent's client computer is established. In said on-line information offer system The online settlement system which settles invoicing about an order of said customer electronically on-line between a customer's correspondent bank and a book agent's correspondent bank based on the directions from said book agent side is formed. or [sending the report of books, such as a journal, to a customer with an electronic means according to an order of a customer] -- or while delivering the books which have the report which the customer ordered, it is characterized by settling the payment electronically.

[0005]

[Embodiment of the Invention] The gestalt of operation concerning advertisement / sale system of the books concerning this invention is explained using system configuration drawing of drawing 1. Drawing 1 shows the important section of the on-line information offer system which performs information offer through the server on a computer network. Servers, such as for example, a WWW server by which 1 was prepared on the network, The scanner which 2 is prepared in the network client side computer C1, and downloads the image data D1, such as a cover of pictorial symbol mixture of books, such as a journal, and a table of contents, to a computer C1, The electronic photocomposition data entry unit which 3 is prepared in the computer C1 of a client side, and is downloaded to a computer C1 by using as alphabetic data D2 the electronic photocomposition data which are printer graphic information, such as a table of contents, 4 compresses the data incorporated by the memory in a computer C1 (not shown) through the data compression means 5 from a scanner 2 or the electronic photocomposition data entry unit 3. A data transfer means to transmit to a server 1, the client computer, with which a book agent (or books handling contractor) uses 6, The client computer which a customer uses 7 and accesses a server 1, The order data D3 of a journal report ordered by access of the client computer 6 of the data D1 and D2 with which 1a was transmitted on the server 1 For example, it is a data transfer means to transmit the data which need a customer's address, a name, a domain name, the number of the journal to order, the number of a report, a correspondent bank code, the account number, etc. to a book agent's client computer 6.

[0006] 8 is an electronic mail system which is an electronic distribution means to send the report of an order by E-mail through a server 9 according to a customer's order data D3, and the distribution means for distributing an electronic mail is formed in client computers 6 and 7. Moreover, 10 is an online settlement system and 11 is the computer of the online settlement system 10 which has the online payment system which settles invoicing to an order of a customer electronically on-line between computer 11a of a customer's correspondent bank, and computer 11b of a book agent's correspondent bank based on the directions from a book agent. And a server 1, a client computer C1, and client computers 6 and 7 are connected by the connection circuit, the computer 6 which a book agent uses for the computer 11 for online settlement systems, and the computers 11a and 11b of a bank are connected, and client computers 6 and 7 are connected to the server 9 on a network through a path cord way, and the computer network of this system is constituted.

[0007] Next, an advertisement and a sale of the books using advertisement / sale system of the books of this invention constituted in this way are explained to a detail. First, a book agent reads image data, such as a cover of pictorial symbol mixture of books, such as a journal, and a table of contents, into a client computer C1 with a scanner 2. In addition, about a table of contents, if there are electronic photocomposition data D2 used on the occasion of printing and it will input into a client computer C1 using the electronic photocomposition data entry unit 3, it will become possible to input data more efficiently. Thus, after the inputted data are compressed through the data compression means 5, they are transmitted to a server 1 by the data transfer means 4, and always become accessible from the computer on a network.

[0008] Now, from a customer's computer 7, since it is accessible in the cover and table of contents of a journal on a server 1 always, a server 1 is accessed from a computer 7, and if the order data D3 are specified when there is a report to see in a detail, data transfer means 1a of a server 1 will transmit the order data D3 to a book agent's client computer 6. While a book agent sends the specified report to the server 9 for electronic mails, a book agent takes out directions of a payment to the online settlement system 10 through a computer 6. Then, the online settlement system 10 is directed that computer 11b of a book agent's correspondent bank performs payment processing to a book agent's account while it processes price payment from a customer's account. Therefore, since a customer should just see an electronic mail when required, he can get the report of an order promptly.

[0009] It constituted from this example so that online settlement of accounts might be directed based on the directions by the side of a book agent, but a server 1 may build a system so that a server 1 may carry out settlement-of-accounts directions for the order data D3 to the online settlement system 10 at the time

of a carrier beam. moreover, the original which you may make it provide a customer with using FAX which is an electronic distribution means, and was shown in drawing 1 although the report of an order was sent with the electronic mail in this example -- you may deliver by mail etc., using the delivery system 12. Furthermore, if all the contents of a report are beforehand stored in a book agent's client computer 6, the report which had the order automatically according to the order of a customer can also be distributed to a customer by the electronic mail or FAX.

[0010]

[Effect of the Invention] Since advertisement / sale system of the books concerning this invention was constituted as mentioned above, those who reside or work in a domestic remote place, and those who start for their new assignment or live in overseas can read the journal report of the varieties which are promptly published like those who are at home, and between does not have, either. And since accounts is settled using an online settlement system, a price is efficiently recoverable. And since the existing hardware is used, a resource is more utilizable for validity.

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DESCRIPTION OF DRAWINGS

[Brief Description of the Drawings]

[Drawing 1] It is drawing showing the system configuration of advertisement / sale system of the books concerning this invention.

[Description of Notations]

- 1 Nine Server
- 2 Scanner
- 3 Electronic Photocomposition Data Entry Unit
- 4 Data Transfer Unit
- 5 Data Compression Means
- 6 Seven Client computer
- 11 Computer for Online Settlement of Accounts

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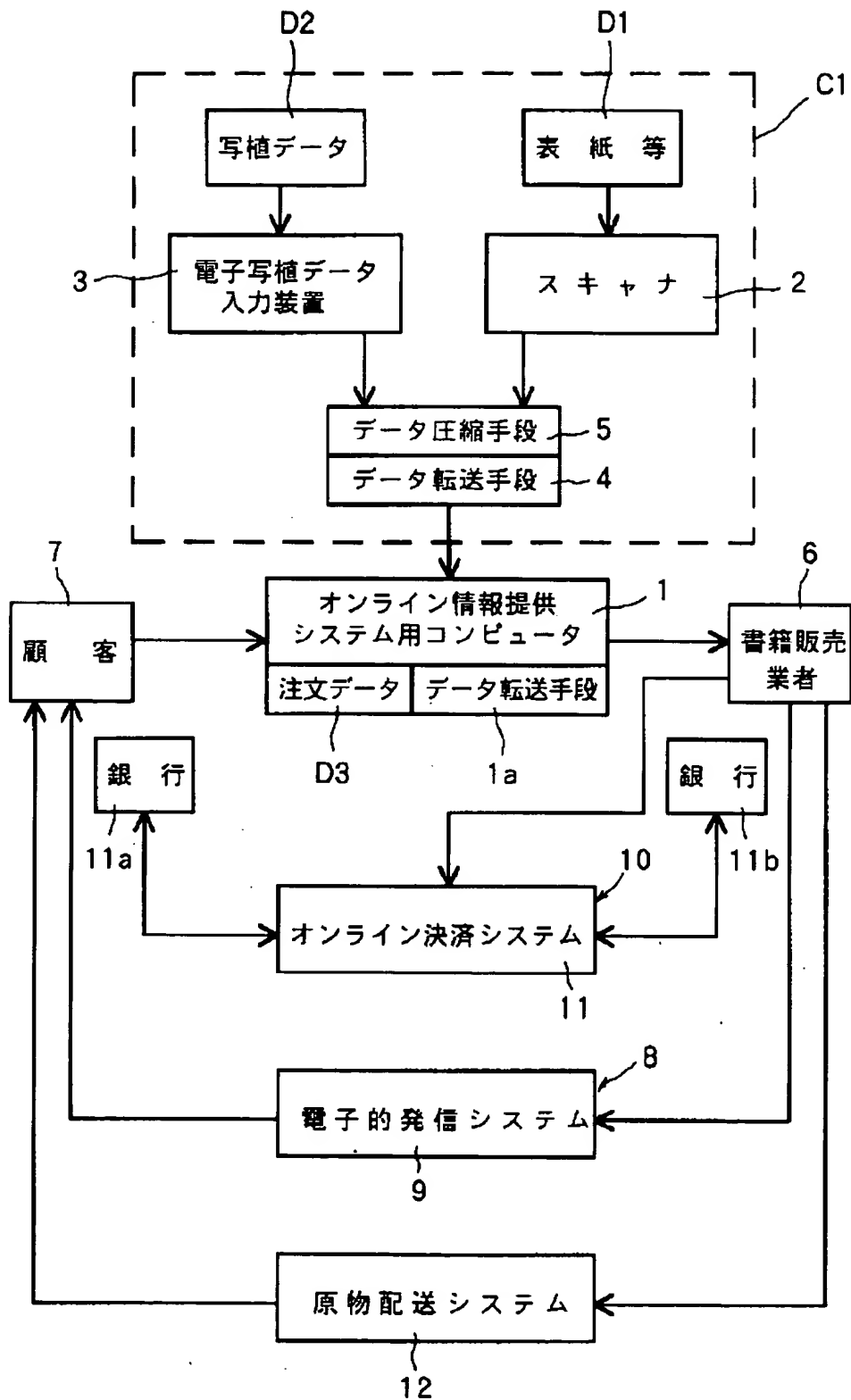
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DRAWINGS

[Drawing 1]



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